

BỘ GIÁO DỤC VÀ ĐÀO TẠO  
TRƯỜNG ĐẠI HỌC QUẢN LÝ VÀ CÔNG NGHỆ HẢI PHÒNG

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**KHÓA LUẬN TỐT NGHIỆP**  
NGÀNH : NGÔN NGỮ ANH

Sinh viên : Nguyễn Thị Thùy Vân  
Mã sinh viên : 1912752002

HẢI PHÒNG – 2023

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**A STUDY ON ENGLISH COMMUNICATION  
TRAINING FOR SALES STAFF AT DL&H  
COMPANY**

**KHÓA LUẬN TỐT NGHIỆP ĐẠI HỌC HỆ CHÍNH QUY  
NGÀNH: NGÔN NGỮ ANH**

**Sinh viên : Nguyễn Thị Thùy Vân  
Giảng viên hướng dẫn : ThS. Bùi Thị Mai Anh**

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**NHIỆM VỤ ĐỀ TÀI TỐT NGHIỆP**

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Tên đề tài: A Study on English Communication Training for Sales Staff  
at DL&H Company.

# NHIỆM VỤ ĐỀ TÀI

## 1. Nội dung và các yêu cầu cần giải quyết trong nhiệm vụ đề tài tốt nghiệp

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## 2. Các tài liệu, số liệu cần thiết

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## 3. Địa điểm thực tập tốt nghiệp

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## GIẢNG VIÊN HƯỚNG DẪN ĐỀ TÀI TỐT NGHIỆP

**Họ và tên** : Th.S Bùi Thị Mai Anh

**Cơ quan công tác** : Trường Đại học Quản lý và Công nghệ Hải Phòng

**Nội dung hướng dẫn:** A Study on English Communication Training for Sales Staff at DL&H Company.

Đề tài tốt nghiệp được giao ngày      tháng      năm 2023

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Đã nhận nhiệm vụ ĐTTN

*Sinh viên*

Đã giao nhiệm vụ ĐTTN

*Giảng viên hướng dẫn*

**Nguyễn Thị Thùy Vân**

**Bùi Thị Mai Anh**

*Hải Phòng, ngày... tháng... năm...*

**XÁC NHẬN CỦA KHOA**

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM

Độc lập - Tự do - Hạnh phúc

**PHIẾU NHẬN XÉT CỦA GIẢNG VIÊN HƯỚNG DẪN TỐT NGHIỆP**

Họ và tên giảng viên: Th.S Bùi Thị Mai Anh  
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Họ và tên sinh viên: Nguyễn Thị Thùy Vân  
Chuyên ngành: Ngôn ngữ Anh  
Nội dung hướng dẫn: A Study on English Communication Training for Sales Staff at DL&H Company.

**1. Tinh thần thái độ của sinh viên trong quá trình làm đề tài tốt nghiệp**

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**2. Đánh giá chất lượng của đề án/khóa luận (so với nội dung yêu cầu đã đề ra trong nhiệm vụ Đ.T. T.N trên các mặt lý luận, thực tiễn, tính toán số liệu...)**

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**3. Ý kiến của giảng viên hướng dẫn tốt nghiệp**

Được bảo vệ  Không được bảo vệ  Điểm hướng dẫn

Hải Phòng, ngày tháng năm 2023

**Giảng viên hướng dẫn**

(Ký và ghi rõ họ tên)

**Bùi Thị Mai Anh**

**CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM**

**Độc lập - Tự do - Hạnh phúc**

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**PHIẾU NHẬN XÉT CỦA GIẢNG VIÊN CHĂM PHẢN BIỆN**

Họ và tên giảng viên: .....

Đơn vị công tác: Trường Đại Học Quản lý và Công nghệ Hải Phòng

Họ và tên sinh viên: Nguyễn Thị Thùy Vân

Chuyên ngành: Ngôn ngữ Anh

Nội dung hướng dẫn: A Study on English Communication Training for Sales Staff at DL&H Company.

**1. Phần nhận xét của giảng viên chăm phản biện**

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**2. Những mặt còn hạn chế**

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**3. Ý kiến của giảng viên chăm phản biện**

Được bảo vệ  Không được bảo vệ  Điểm phản biện

*Hải Phòng, ngày ..... tháng năm 2023*

**Giảng viên chăm phản biện**

*(Ký và ghi rõ tên)*

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## **PART I: INTRODUCTION**

### **1. Rationable**

In the current 4.0 technology era, in order to achieve the job goal in line with a stable salary, candidates must not only have professional knowledge and good soft skills, but also have the ability to communicate in foreign languages. Fluent in communication, especially in English.

In the midst of the “multinationalization” trend of companies, knowing at least one foreign language will easily get a job that matches your ability and qualifications, searching for recruitment information will also open up. wide variety of attractive locations. Meanwhile, English is the most popular language today, replacing many different languages in the world.

At present, the labor market and international trade are increasingly developing, so the use of English in business communication is necessary to increase competitiveness and create a career. If businesses have business relationships with foreign customers and partners, mastering English to be able to exchange information and negotiate will help create trust and strengthen relationships with international customers. When employees have good English communication skills, they can exchange information and ideas more effectively with colleagues and management, which enhances work performance and efficiency.

Therefore, I chose the topic: “*A Study on English Communication Training for Sales Staff at DL&H Company*” as my graduation research topic.

### **2. Aims of the Study**

This study has two main purposes

-To investigate and identify the important English skills needed to be used at the workplace for sales support staff.

-To investigate and identify the difficulties faced by sales support staff when using the different types of English skills at the workplace.

### **3. Research object**

The objects of this study are

This study focuses on the sales staff of the sales and customer care department of DL&H company. This is the main target of communication English training programs at DL&H company. Sales staff may work for businesses in different industries and may not have the experience or knowledge of English to communicate in a business environment. English communication training can help them improve their communication skills and make a good impression on customers, increase trust and increase sales for the business.

### **4. Research methodology**

The research methods in this study include

- Document analysis: Investigate documents, books and articles related to English communication training for corporate sales staff, to understand the methods and standards applied in training programs. create similar.
- Survey: Use survey questions or face-to-face surveys to find out about the needs and desires of business employees in learning English for communication, and evaluate the effectiveness of training programs. was applied and information was collected on the proposed training program improvement.
- Interview: Interview some sales staff in the company to learn more about their needs and desires, as well as their experiences and comments on previous communication English training programs.

### **5. Design of the Study**

The study consists of three main points: Introduction, Development, and Conclusion.

Part I: Introduction shows reasons to choose the study, the aims, scope, methods, and design of the study.

Part II: Development include theoretical background, study methods and research results, some suggested solutions to improve the english communication of English communications of business employees for foreign partnership- proposed participation in training courses.

Part III: Conclusion summarizes the discussed parts in the paper and some suggestions for further study.

## **PART II: DEVELOPMENT**

### **CHAPTER 1: THEORETICAL BACKGROUND**

#### **1. Communication**

##### *1.1. What is communication?*

Bygate (1987) defines communication skills as interactions and the maintenance of relationships. It is considered as the process of sharing information between a speaker and listener, according to Scott (1981).

Littlewood (1995) states that a speaker should select a suitable language for the listener and the circumstance. Gower, Phillips, and Walters (1995) add that in order to have effective communication, a speaker and a listener should fluently and correctly use the language chosen for communication. Thus, a speaker and a listener should be confident about, and familiar with, using the three important elements of the chosen language which are the sounds, words and structure, according to Luoma (2004).

However, Brown (2007) argues that appropriate communication involves sociocultural elements in addition to grammatical elements. Speakers and learners need to know when and how to use a language to communicate in each situation. Bachman (1990) explains that the basis of English communication is English literacy, consisting of both listening and speaking ability. Bachman (2019) divides communication skills into five elements: knowledge, strategy, psychology, context, and language. Meanwhile, speakers are able to effectively communicate by using accurate language, according to Bartz (1979)

*For example, when you meet a stranger and want to get directions to go to a particular place. During communication, you need to use the right body language, tone of voice, and words to convey information clearly and effectively. You need to listen carefully to what the person has to say, ask questions to clarify*

*information, and use emotional skills to create comfort during communication. If you communicate effectively, you will get the information you need and get to your destination with ease.*

➔ Interpersonal skills are skills that users can use to interact with others effectively and meaningfully. Communication skills include the ability to listen, express ideas clearly, convey information, interpret ideas, and handle conflict. From there, achieve your personal goals.

## *1.2. English communication*

According to Janet Holmes and Nick Wilson, “English communication refers to the use of the English language as a means of expressing ideas, thoughts, and feelings in various contexts and situations. It encompasses both oral and written forms of communication and involves the effective use of vocabulary, grammar, pronunciation, and discourse strategies.”

In the book “English Communication for International Teaching Assistants” by Sheryl L. Holt, English communication is defined as “the ability to convey ideas, thoughts, and information effectively in the English language. It includes skills such as listening, speaking, reading, and writing, as well as the understanding of cultural norms and conventions in English-speaking contexts.”

According to the Oxford Dictionary of English Language Teaching, English communication is “the process of using the English language to exchange information, ideas, and opinions between individuals or groups. It involves the ability to understand and be understood in spoken and written English, as well as the ability to interpret and respond appropriately to verbal and non-verbal cues.”

In the article “Defining English Language Proficiency for Career Success” by Anne Lomperis, English communication is described as “the capacity to effectively convey ideas, information, and emotions in English, both orally and in writing. It involves not only language skills but also cultural competence,

intercultural awareness, and the ability to adapt communication style to different contexts and audiences.”

→ Communication in English is the process of exchanging information, ideas, thoughts or feelings between two or more people using English as a medium to convey information. Communicating in English is very important in today’s world, because English is a global language, widely used in fields such as business, education, science and technology. Communicating in English also requires confidence, courtesy and respect for the other person to achieve your goals.

## **2. Sales**

In the book “Principles of Sales Management: A Modern Approach” by John Smith, the term ‘sale’ refers to the process of exchanging goods or services between a seller and a buyer, involving the transfer of the product or the provision of the service and receiving the corresponding financial value in return” (Smith, 2022, p. 15).

A salesperson is an employee in a company responsible for finding and attracting new customers, building relationships with existing customers, increasing sales, and increasing profits for the company. Sales staff jobs include prospecting for potential customers, recommending the company’s products or services, building customer relationships through answering questions, advising products, managing contracts, process orders and provide business solutions to work problems.

Salespeople need good communication skills to be able to communicate with customers, work in teams, solve problems, and convince customers to buy products or services from the company. They also need organizational skills, time management and analytical skills to come up with effective business solutions. Sales staff also need to be goal-oriented, proactive in their work and able to work independently or in a team.



### **3. The importance of English language communication skills**

According to Males, Weldy, and Icenogle (1997), communication skills are the main priority when employers make decisions on who to hire. Hetherington (1982) found that for students, English language communication skill is essential for their future careers. However, the importance of communication skills in hiring decisions has escalated drastically. Maes, Weldy, and Icenogle (1997) report that language communication skill was ranked as the most critical competency for job seekers, as well as one of the top three criteria for hiring or promoting staff to general management positions (Kane, 1993). Hetherington (1992) also asserts that English language communication skills are essential for students' future careers. Likewise, Mellinger (1992) stresses that the two important features for successful careers are communication and social interaction.

In the view of Crosling and Ward (2002), students need to be competent in English communication skills, particularly oral communication, which is perceived as a more important skill than writing in the workplace. According to their study, courses in college or university do not prepare students well enough to prosper in oral communication in their future careers.

The importance of English language communication skills cannot be overstated in today's world. Here are several key reasons why English language communication skills are essential:

- Global Language
- Career Advancement
- Education Opportunities
- Business and Trade
- Access to Information and Resources
- Cultural Exchange and Travel

## - Personal Enrichment

→ English language communication skills are of paramount importance in today's interconnected world. They facilitate global communication, enhance career prospects, enable access to education and resources, support international business endeavors, promote cultural exchange, and contribute to personal development. Investing in improving English language skills can bring numerous benefits and open doors to new opportunities in various aspects of life.

### **4. The importance of English language communication skills in business environment**

The sales support staff play a crucial role in selling products or services, which is vital for the survival and growth of business organizations. In Malaysia, English communication skills are acknowledged as one of the most common criteria and a high priority for any sales-related job. Therefore, sales support staff must have proficient English communication skills to be able to perform their job effectively (Yaw Kuen, 2001). There is no room for communication error for sales support staff when it comes to communicating with prospective clients. Continuous improvement is a key — the more proficient salespeople become, the greater the returns to their business. The importance of the English language skills for sales support staff has been recognized in many research studies, textbooks, and classified advertisements. For example, a research paper entitled Natural Language Interface for Online Sales System concluded that sometimes customers prefer to have a direct communication with sales support staff because online procurement may not be able to provide clarification according to the needs of individual customer. Many customers prefer onsite sales, which allow them to enquire about products directly to sales support staff naturally and comfortably (Jusoh, Al-Fawareh, 2007). Also, in many classified advertisements for sales staff positions, English skills are one of the major qualifications.

#### *4.1. Role in communication with international partners*

The role of English in communicating with international partners is very important in the business environment. This is because when businesses associate or conduct business transactions with foreign partners, English is used as the main language for information exchange.

Meetings, negotiations and other business activities are conducted in English, and sales staff need to be able to communicate well in English to be able to interact with international partners. The use of English in communicating with international partners helps to create uniformity in the exchange of information, minimize information distortions caused by using different languages, and ensure that information exchange is understood. respectable.

Besides, the use of English in communication with international partners also helps to create professionalism and enhance the reputation of the company. Sales staff who use good English will make a good impression on international partners, help improve reliability and enhance interaction and cooperation in business relations.

Therefore, English communication training for sales staff is very important to help them communicate well with international partners and ensure the success of business activities in the international market.

In addition, the use of English in communication also helps sales staff have access to the latest information and knowledge in the business field. English is a widely used language in documents, reports, books and websites of international companies, so salespeople who are able to read, understand and translate these documents will advantage in information search and business development.

Moreover, English is also the main language in conducting online transactions, e-commerce and advertising on social networks, websites and other communication channels. Therefore, English skills in the field of online business

are also very important and considered a decisive factor in increasing revenue and business development.

#### *4.2. Information search and market research*

English is the most widely used language in market research and information search because it is the primary language used in economics, science, engineering, and technology all over the world. This is especially important for researchers and marketers, who need access to diverse sources of information from around the world to get the information they need for their work.

In market research, English is used to access important sources of information such as market reports, research papers, market analysis, and information from leading news sources around the world. By reading and understanding these sources of information, researchers and marketers can analyze market trends, competition, and potential to devise effective marketing and business strategies.

English is also used in international seminars, conferences and talks. These events are an opportunity for researchers and marketers to meet and share experiences with each other. Thereby, they can learn the latest knowledge, discuss hot issues in the industry, and forge relationships with other industry experts. All of this will help keep researchers and marketers up to date with the latest trends in the industry and develop more effective marketing and sales strategies.

In general, English plays a very important role in market research and information search. It is an important tool for researchers and marketers to access worldwide sources of information and analyze important data to devise effective marketing and business strategies.

The use of English in market research and information search also requires researchers and marketers to be able to read and write English well. These skills are extremely important for those who want to become experts in the field, and need to be developed and enhanced continuously.

In addition, the use of English can also help researchers and marketers expand their communication networks and create relationships with international partners. This can open up many opportunities to collaborate on international marketing and market research projects, allowing their work to grow and expand.

In some cases, the use of English can be the decisive factor for the success of a market research project or international marketing strategy. Good English reading and writing can help researchers and marketers reach international customers more easily and effectively, especially when their products and services they need to have access to international markets.

In short, English plays an important role in market research and information search. The use of English will help researchers and marketers to access worldwide information sources, analyze important data, develop effective international marketing and business strategies. than. Therefore, developing good English reading and writing skills is extremely important for researchers and marketers who want to succeed in this field.

#### *4.3. Increase access to international customers*

English is considered one of the most popular international languages in the world and plays an important role in international business and communication. Therefore, it plays a very important role in increasing the accessibility to international customers. Here are ways English can help increase your reach to international customers:

*Face-to-face communication:* If employees can speak English well, they can directly communicate with international customers, especially during meetings and video calls.

*Access to new markets:* If employees can write and read English well, they can easily access new markets by accessing English documents and information on the Internet.

*Build trust:* International customers often trust companies that can communicate in English because it shows that the company has experienced and professional staff.

*Create attractiveness:* The use of English in advertising materials, websites and marketing programs can attract international customers and increase sales.

*Increase networking opportunities:* English is a common language in international business events such as exhibitions, conferences, training programs, so it can help companies increase networking opportunities and expand its affiliate network.

Besides the mentioned strengths, using English in business and marketing also brings many other benefits such as:

*Help promote international partnerships:* Using English makes it easy for employees to communicate and discuss with international partners, helping to strengthen partnerships and increase business cooperation opportunities.

*Improve competitiveness in the international market:* In an increasingly globalized market, being able to use English will help the company improve its competitiveness in the international market and facilitate favorable for business market expansion.

*Increase the ability to recruit international employees:* If the company uses English, the company can increase the chances of recruiting international staff with the ability and experience to match the requirements of the job.

*Easy access to information from English sources:* English is a common language in business and politics, so using English makes it easier for employees to access important sources of information from English websites, documents and studies.

#### 4.4. *Participate in meetings and negotiations*

English communication plays a very important role in participating in meetings and negotiations with foreign partners. Here are some roles of English communication in these situations:

- *Information transmission:* English communication is the means to convey information in meetings and negotiations with foreign partners. Salespeople need to be able to use professional and accurate language to ensure that information is communicated effectively.
- *Relationship building:* English communication also helps sales staff to build better relationships with foreign partners. Language proficiency will help them show respect and interest in their partners, creating trust and friendliness..
- *Effective negotiation:* English communication is an important factor in negotiations with foreign partners. Salespeople need to be able to negotiate, persuade and give precise arguments to achieve the goal of the negotiation. Good negotiation skills will help them reach agreements and contracts that are beneficial to both parties.
- *Understanding partner culture:* When participating in meetings and negotiations with foreign partners, sales staff need to understand and respect the partners' values and concepts. Fluency in English and cultural understanding will help them avoid cultural mistakes and build better relationships with their partners.

In conclusion, English language communication skills are crucial in the business environment for effective global communication, access to international markets, networking, cross-cultural understanding, presentation skills, and accessing business resources. Proficiency in English empowers businesses to thrive in the global marketplace and seize opportunities for growth and success.

## **5. Communication skills of sales staff**

In order for sales staff to communicate effectively with foreign partners, they need to have in-depth and sophisticated English communication skills. Here are some essential skills for sales staff to effectively communicate with foreign partners:

- *Listening skills:* Sales staff need to know how to listen to foreign partners professionally and respectfully. They need to clearly understand the requirements, needs and desires of their partners in order to be able to better meet them.
- *Speaking skills:* Sales staff need to know how to use English language confidently and professionally. They need to know how to present, explain and convince foreign partners about the product or service they are providing.
- *Writing skills:* Sales staff need to be able to write professional English to be able to send emails, invitations or documents to foreign partners. They need to know how to use correct syntax and grammar to convey messages clearly and accurately.
- *Quick response skills:* Sales staff need to be able to react quickly in emergency situations or when there are questions from partners. They need to know how to solve problems quickly and efficiently to ensure the satisfaction of their partners.
- *Negotiation skills:* Sales staff need to be able to negotiate professionally to reach an agreement with foreign partners. They need to know how to negotiate and make an offer in a reasonable and fair way so that the other party can accept it.
- *Intercultural communication skills:* Sales staff need to understand the culture and communication style of foreign partners to be able to interact and communicate effectively. They need to know how to avoid cultural blunders and know how to respect their partner's habits, values, and beliefs in order to build a better relationship.



- *Technology skills:* Sales staff need to know how to use communication technologies such as email, video call or chat to be able to communicate effectively with foreign partners. They need to know how to use apps and software to be able to communicate, share information, and work remotely.
- *Organizational skills:* Sales staff need to have organizational skills to be able to manage meetings, schedules and documents related to communication with foreign partners. They need to know how to assign work and manage time to ensure effective preparation and implementation of communication activities.
- *Feedback-receiving skills:* Sales staff need to be able to receive and process feedback from foreign partners in a professional and sophisticated manner. They need to know how to receive comments and feedback from partners so that they can improve and improve the quality of their services or products.

## **6. Methods of training English communication for sales staff**

### *6.1. Live in class*

This method is often used in traditional learning environments, in centers or schools. Students will participate in English courses organized with a fixed schedule. In the classroom, learners will be taught English skills such as listening, speaking, reading and writing. Teachers will use traditional teaching methods including teaching theory, exercises and games to help students master English knowledge. Students will interact directly with teachers and classmates, participate in group activities to practice English communication skills.

### *6.2. Online learning*

This is an online English training method. Students can access learning websites or online learning apps to learn English. Here, they can search for English lessons, videos, or join online chats with teachers or native English speakers. Online English learning websites often offer lessons in English

vocabulary, grammar, and communication skills. In addition, students can also participate in online classes to interact with teachers and other classmates.

### *6.3. Learning through books*

This is the most common method of English training, used in many organizations and companies. Students can self-study English at work or at home by using English books, materials or English learning software. English learning materials include textbooks, vocabulary books, grammar books, and English test preparation books. Students can learn and learn at their own pace, however, this method requires learners to have self-study and time management skills.

### *6.4. Learn through videos*

This is a quite popular method of English training, especially in the current digital age. Students can search for English learning videos on YouTube or online learning websites. English learning videos are often designed to provide lessons in vocabulary, grammar, and communication skills. In addition, students can also watch TV shows, movies, or lectures by famous professors to improve their listening and understanding of English.

In summary, the related research revealed that the requirements regarding the use of English skills depend on the field. For sales support staff, their needs for English usage must be examined to provide effective language instruction that enables them to apply it in real-life situations.

## CHAPTER 2: STUDY METHODS AND RESEARCH RESULTS

### 2.1. Reality

Diverse Language Proficiency: Sales staff may have a diverse range of English language proficiency. Some individuals may possess strong English communication skills and feel confident in their ability to engage in conversations, negotiations, and presentations in English. Others may have limited proficiency and struggle with using English in their day-to-day sales activities.

Overall, while some sales staff may possess strong English communication skills, others may require additional training and support to enhance their proficiency. Providing resources, training programs, and creating a supportive environment can help sales staff improve their English communication skills and excel in their sales roles.

### 2.2. Survey

#### 2.2.1. Introduction

##### *a. The DLH company*

DL&H Construction and Trading Co., Ltd was established in 2011. Core businesses:

- Trading: Electrical machinery and equipment, cable, motor, fire alarm / fire protection equipment, lightning protection equipment, etc.
- Consulting: Designing, supervising and consulting on fire protection, lightning protection, construction, electricity and water systems, etc.
- Construction and installation: Construction of industrial and civil projects, installation of electrical system, fire alarm / fire protection system, lightning protection system, ventilation system, pressure boosting system, etc..

## *b. Participants*

10 questions were completed by 16 sales staff and 4 representatives from other departments.

### 2.2.2. Methodology

In conducting the research, the researcher used research methods including survey. Each of the methods used has its own purposes and methods with its own advantages and disadvantages. However, they are all aimed at the common purpose of finding the necessary data and information to base on that, I make comments and assessments about the situation, which is also part of the research results will be discussed in next part of this study.

- Rationale behind the use of survey questionnaire

Survey questionnaire is chosen for this study because of four main reasons. First of all, it is believed that survey questionnaire is an inexpensive way to gather data from a potentially large number of respondents. Secondly, it can reach a large number of people in a very short time. As commented by Richards (1994, p.10), it is useful in “gathering information about affective dimensions of teaching and learning such as beliefs, attitudes, motivation, preferences...and enables a teacher to collect a large amount of information relatively quickly”.

Another advantage of this tool is that the collected data are relatively easy to summarize and report as all the informants answer the same questions. Last but not least, one of the most important reasons to choose this tool is that the survey questionnaire gives the students an opportunity to express their opinions and needs without fear either to be embarrassed or to be punished.

staffs are not required to write their names when answering questions because traditionally Vietnamese staffs are afraid of making their names known.

- Purpose of the survey questionnaire

In order to provide insight into the current situation of using English to communicate, a survey within the scope of the study was conducted at DLH. The main purpose of the study is to collect and analyze data related to the recognition and use of communicative English. This chapter is designed for the following purposes:

- Find out the current situation of communication skills of sales staff in the company with partners
- Find out the change in English communication skills when sales staff participate in the communication course that the company organizes for sales staff.

### 2.2.3. The design of the survey questionnaires

In the process of determining the English communication of sales staff, a survey questionnaire was designed. The survey questionnaire consists of 11 alternative questions, of which 6 are for sales staff and 5 are for 4 representatives of other departments of DL&H. They were asked to tick the answer that best corresponds to their opinion. In a question with 3 or 4 options, the informant can choose more than one option. The questionnaire is designed as follows

#### The survey questionnaires for sales staff

- ◆ Question 1: On a scale of 1 to 5, with 1 being “poor” and 5 being “excellent,” how would you rate your English communication skills?
- ◆ Question 2: How frequently do you use English in your sales interactions with clients or customers? (Options: Very frequently, Frequently, Occasionally, Rarely)
- ◆ Question 3: Do you find it challenging to understand and respond to customer inquiries or objections in English? (Options: Very challenging, Challenging, Not too challenging, Easy)

- ◆ Question 4: Have you undergone any English language training or development programs to improve your communication skills? (Options: Yes, No)
- ◆ Question 5 : Do you believe that improving your English communication skills would positively impact your sales performance? (Options: Strongly agree, Agree, Not sure, Disagree)
- ◆ Question 6: Would you be interested in participating in English communication training or workshops to improve your skills? (Options: Very interested, Interested, Not sure, Not interested)

The interview questions for 4 representatives of other departments

- ◆ Question 1: Are you aware that the company provides English communication training for the sales staff? (Options: Yes, No)
- ◆ Question 2: On a scale of 1 to 5, with 1 being “poor” and 5 being “excellent,” how would you rate the English communication skills of the sales staff you have interacted with?
- ◆ Question 3: In your opinion, how important is English communication for sales staff in their interactions with clients or customers? (Options: Very important, Important, Neutral, Not important)
- ◆ Question 4:How would you rate the level of collaboration and communication between the sales staff and other departments where English is the primary language? (Options: Very good, Good, Fair, Poor)
- ◆ Question 5:Please rank the following methods of English communication training in order of effectiveness for improving sales staff’s skills in a corporate sales environment. Use a scale of 1 to 5, with 1 being the least effective and 5 being the most effective.
  - Group training sessions
  - One-on-one coaching
  - Online courses or modules
  - Workshops or seminars

- Role-playing exercises

### **2.3. Data and Analysis.**

After the survey was implemented, the statistic was totaled up and indicated throughout the following charts. Each chart shows us the number of staffs who choose the most suitable answer for them in each question. This number is counted in percentage unit and the kind of chart are bar, pie, table...The data can be easily saw in the chart and in the right of chart are the explanations.

#### 2.3.1. Questionnaires for sales staff:

*Question 1: On a scale of 1 to 5, with 1 being “poor” and 5 being “excellent,” how would you rate your English communication skills?*

The purpose of including this question in a study on English communication training for sales staff at DLH company is to understand the baseline level of English proficiency among the participants. The largest section of the pie chart, occupying 62.5% of the total area, represents the good people. There are 10 individuals in this category, indicating that they make up the majority of the group. The next section, occupying 18.75% of the total area, represents the average people. There are 3 individuals in this category, suggesting a smaller proportion compared to the good people. The poor people are represented by a section that occupies 12.5% of the total area. There are 2 individuals in this category, signifying a smaller portion than both the good and average people. Finally, the smallest section of the pie chart, occupying 6.25% of the total area, represents the excellent person. There is only 1 individual in this category, indicating that they are the least represented among the group.

Overall, this pie chart visually illustrates the distribution of individuals based on their performance or status, with the majority falling into the good category, followed by average and poor, and a single individual classified as excellent.



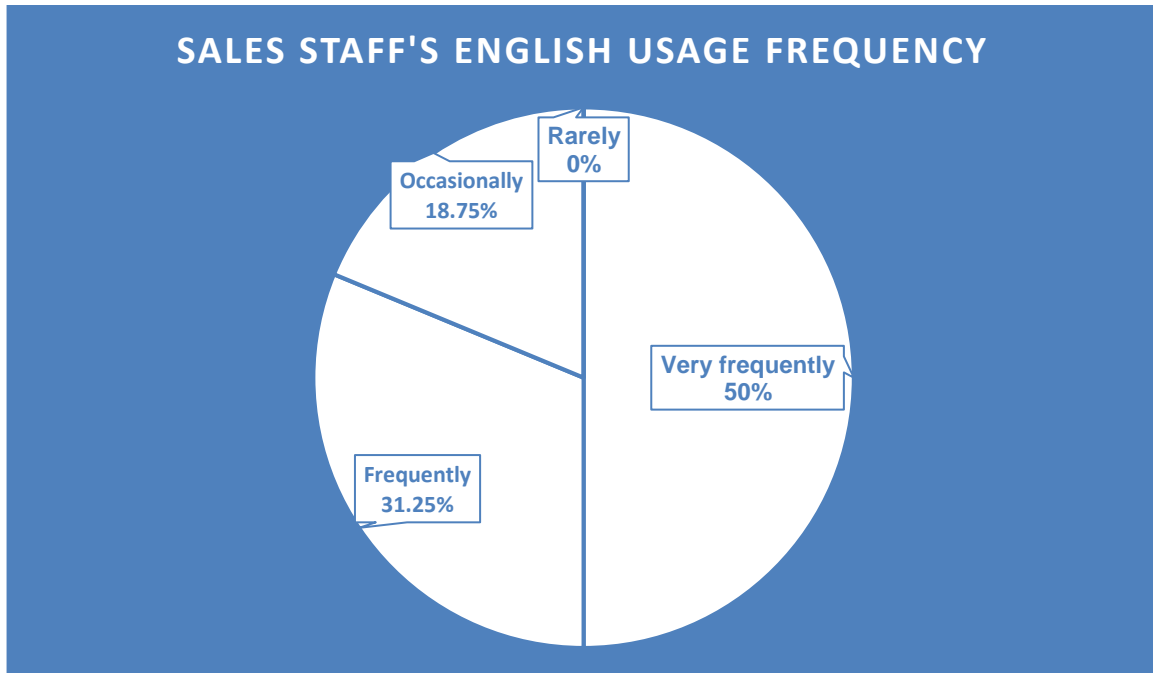
*Question 2: How frequently do you use English in your sales interactions with clients or customers?*

The purpose of the question “How often do you use English in your sales interactions with clients or customers?” is to gather information about the frequency of English language usage during sales interactions. The question aims to understand the level of English proficiency required for effective communication with clients or customers. The largest section of the pie chart, occupying approximately 50% of the total area, represents the category “Very frequently.” There are 8 individuals in this category, indicating that they engage in the activity or behavior very frequently and make up the largest proportion of the group. The next section, occupying approximately 31.25% of the total area, represents the category “Often.” There are 5 individuals in this category, suggesting a slightly smaller proportion compared to the “Very often” category. The “Occasionally” category is represented by a section that occupies



approximately 18.75% of the total area. There are 3 individuals in this category, signifying a smaller portion compared to both “Very often” and “Often.”

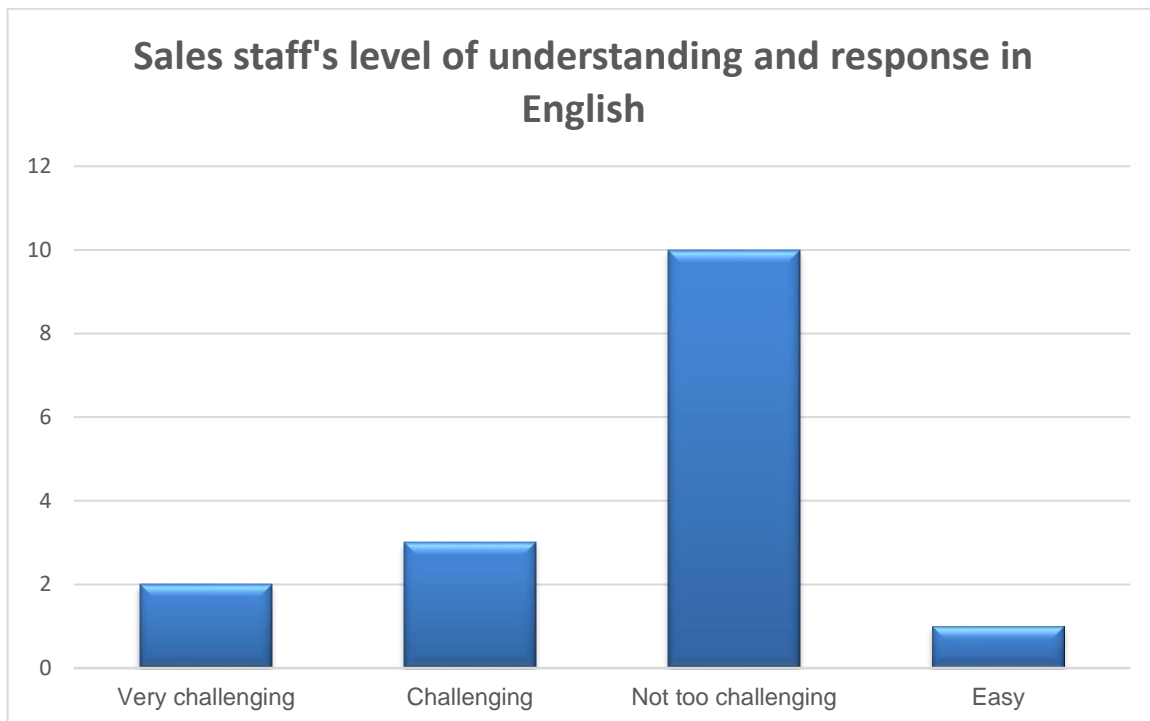
Since there is no figure provided for the “rarely” category, there will be no section in the pie chart representing it.



*Question 3: Do you find it challenging to understand and respond to customer inquiries or objections in English?*

The question aims to assess the proficiency and comfort level of respondents in using English for customer interactions. The tallest bar corresponds to the category “Not too challenging” and represents 10 people. This indicates that the majority of individuals find it relatively manageable to communicate with customers in English.

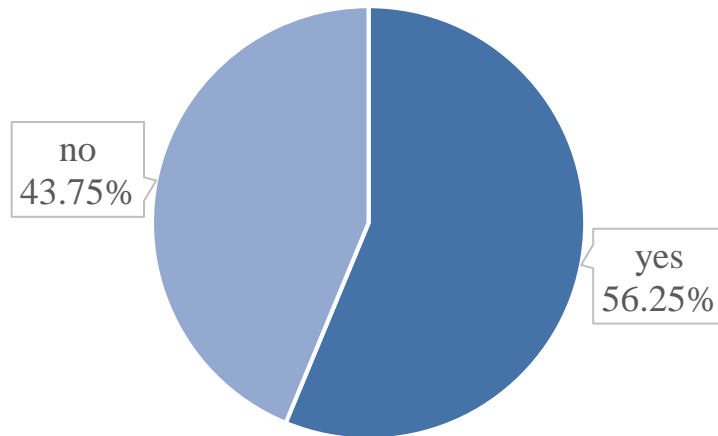
The next bar represents the category “Challenging” and corresponds to 3 people. This category indicates a smaller proportion of individuals who face a moderate level of difficulty in this aspect. The bar for the category “Very challenging” has a height of 2 units, representing 2 people. This category signifies a smaller group of individuals who find it significantly challenging to understand and respond to customer inquiries or objections in English. Lastly, the bar for the category “Easy” corresponds to 1 person, indicating that a solitary individual finds it easy to handle customer interactions in English.



*Question 4: Have you undergone any English language training or development programs to improve your communication skills?*

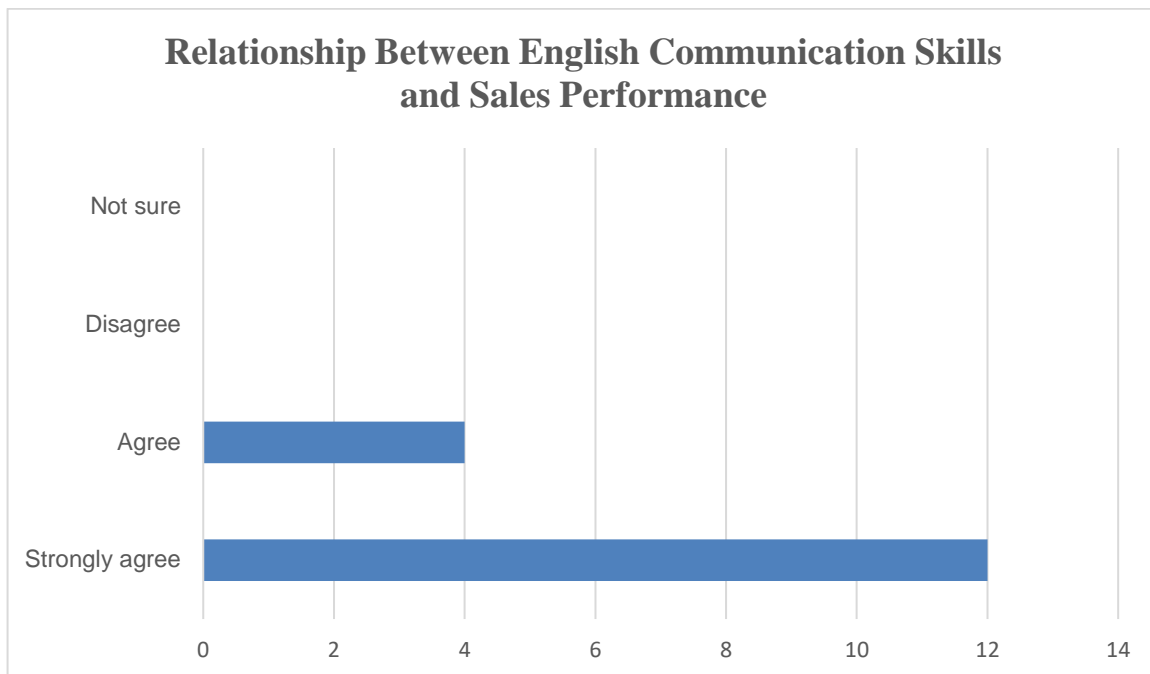
The purpose of the question “Have you helped any English language training or development programs to improve your communication?” is to gather information about an individual’s involvement in English language training or development programs. The pie chart is divided into two sections. The larger section represents the “Yes” responses, which is indicated by 9 people. This section takes up approximately 56.25% of the pie chart. The smaller section represents the “No” responses, which is indicated by 7 people. This section occupies around 43.75% of the pie chart. Visually, the “Yes” section is more dominant, covering more area of the pie chart compared to the “No” section. This indicates that a majority of the respondents answered “Yes” to the question, while a smaller number of people responded with a “No” answer.

**an individual's involvement in English language training or development programs**



*Question 5 : Do you believe that improving your English communication skills would positively impact your sales performance?*

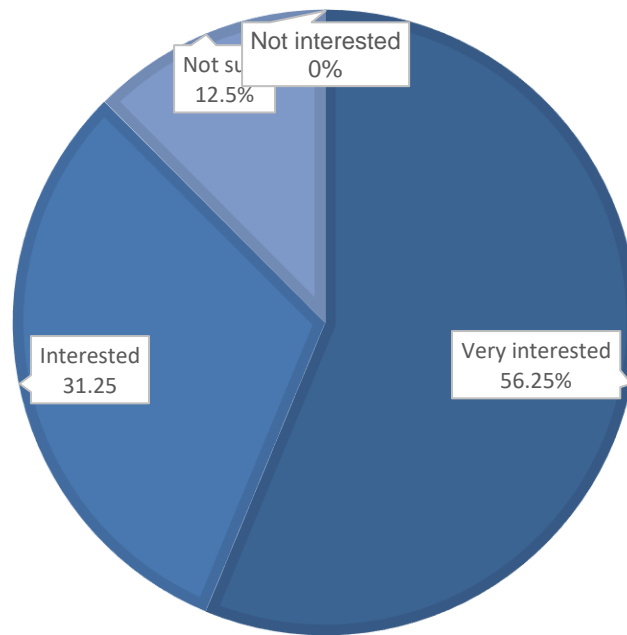
The purpose of this question is to gauge an individual's perception and understanding of the relationship between English communication skills and sales performance. Overall, the bar chart illustrates a positive response to the statement or question, with a majority of respondents strongly agreeing and a smaller number agreeing, while no one in the group expressed uncertainty or disagreement. The first bar, labeled "Strongly Agree," is the tallest and represents 12 people. This indicates that the majority of respondents strongly agree with the statement or question. The second bar, labeled "Agree," is shorter and represents 4 people. This suggests that a smaller number of respondents agree with the statement or question compared to those who strongly agree. The third, fourth bar, labeled "Not Sure/Disagree," is either nonexistent or too short to be visible on the chart. This indicates that no one in the group expressed uncertainty or disagreement with the statement or question.



*Question 6: Would you be interested in participating in English communication training or workshops to improve your skills?*

The purpose of this question is to gauge your interest and willingness to engage in activities specifically designed to enhance sales staff English communication abilities. The largest sector of the pie chart, labeled “Very Interested,” represents 9 people(56.25%). This indicates that the majority of respondents have expressed a high level of interest in participating in English communication training or workshops. The next sector, labeled “Interested,” is smaller and represents 5 people (31.25%). This suggests that a smaller number of respondents are interested, but to a lesser degree compared to those who are very interested. The third sector, labeled “Not Sure,” is smaller and represents 2 people(12.5%). This indicates that a couple of respondents are unsure about their interest in participating in English communication training or workshops. The last sector, labeled “Not Interested,” is either nonexistent or too small to be visible on the chart. This suggests that no one in the group has explicitly indicated a lack of interest in participating.

### INTEREST IN PARTICIPATING IN ENGLISH COMMUNICATION TRAINING OR WORKSHOPS FOR SKILL IMPROVEMENT

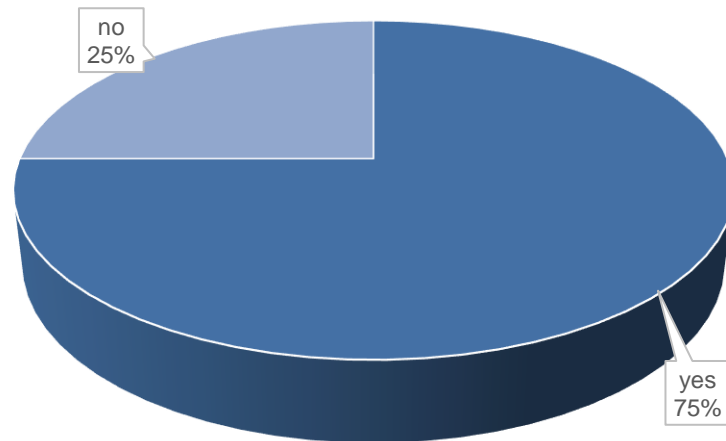


2.3.2. The interview questions for 4 representatives of other departments:

*Question 1: Are you aware that the company provides English communication training for the sales staff?*

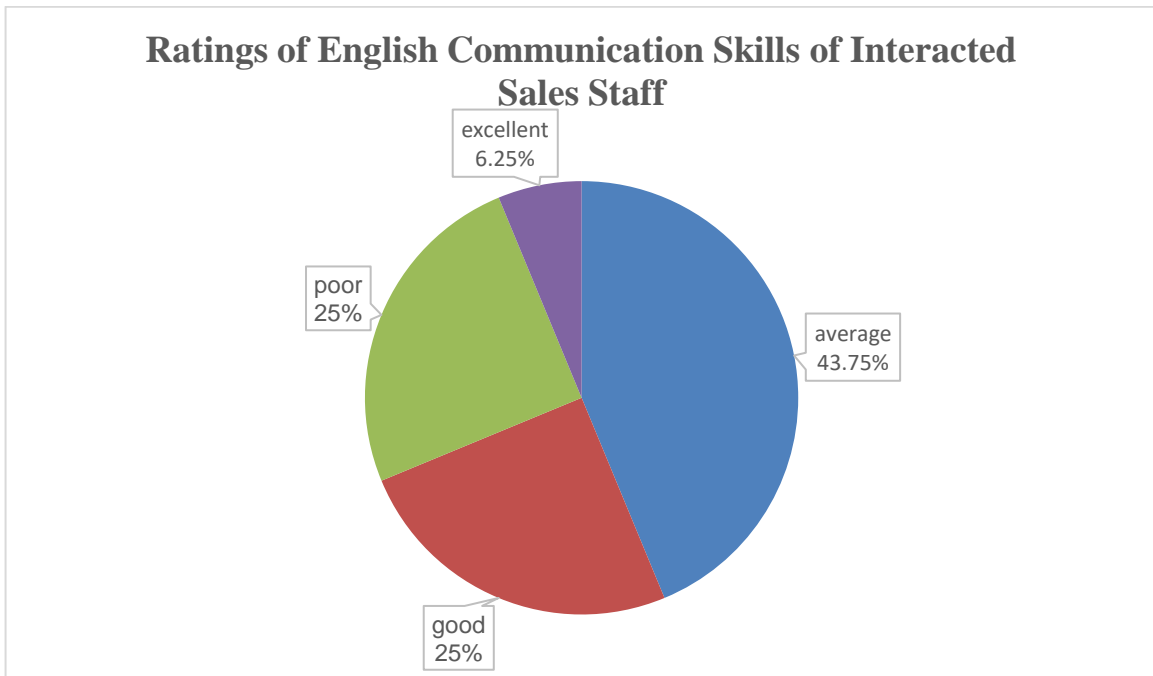
This simple chart conveys the number of people who answered “yes” and “no” to the question. It suggests that the majority of respondents, 3 out of 4 people, agreed with the statement or question( 75%), while 1 person disagreed( 25%). The chart provides a clear visual representation of the data, making it easier to understand the distribution of responses.

### Awareness of Company's English Communication Training for Sales Staff



*Question 2: On a scale of 1 to 5, with 1 being “poor” and 5 being “excellent,” how would you rate the English communication skills of the sales staff you have interacted with?*

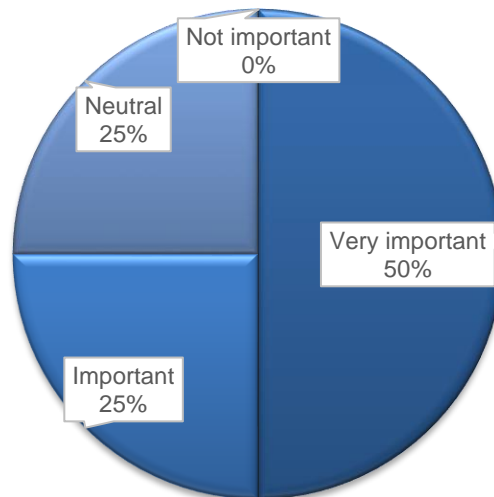
In the pie chart, each section represents a category, and the size of each section is proportional to the number of people in that category. The "Average People" category occupies 43.75% of the chart ( 7 people), the "Good People" category occupies 25%, the "Poor People" category also occupies 25% ( 4 people), and the "Excellent Person" category represents 6.25% of the chart (1 people).



*Question 3: In your opinion, how important is English communication for sales staff in their interactions with clients or customers?*

The pie chart consists of four sections, each representing a different category of importance. The “Very Important” category occupies the largest section of the pie, representing 50% of the chart. This indicates that 2 out of the 4 people surveyed considered the subject or item to be very important. The “Important” category occupies a smaller section of the pie, representing 25% of the chart. This indicates that 1 out of the 4 people surveyed found the subject or item to be important. The “Neutral” category is represented by a small section of the pie, accounting for 25% of the chart. This indicates that 1 out of the 4 people surveyed held a neutral stance regarding the subject or item. The “Not Important” category is not represented in the pie chart, as no one chose this option. This section would be empty. Overall, the pie chart illustrates the varying levels of importance assigned by the respondents, with “Very Important” being the most significant category, followed by “Important” and “Neutral”. The absence of the “Not Important” category suggests that none of the respondents considered the subject or item to be unimportant.

## Importance of English Communication for Sales Staff in Interactions with Clients or Customers

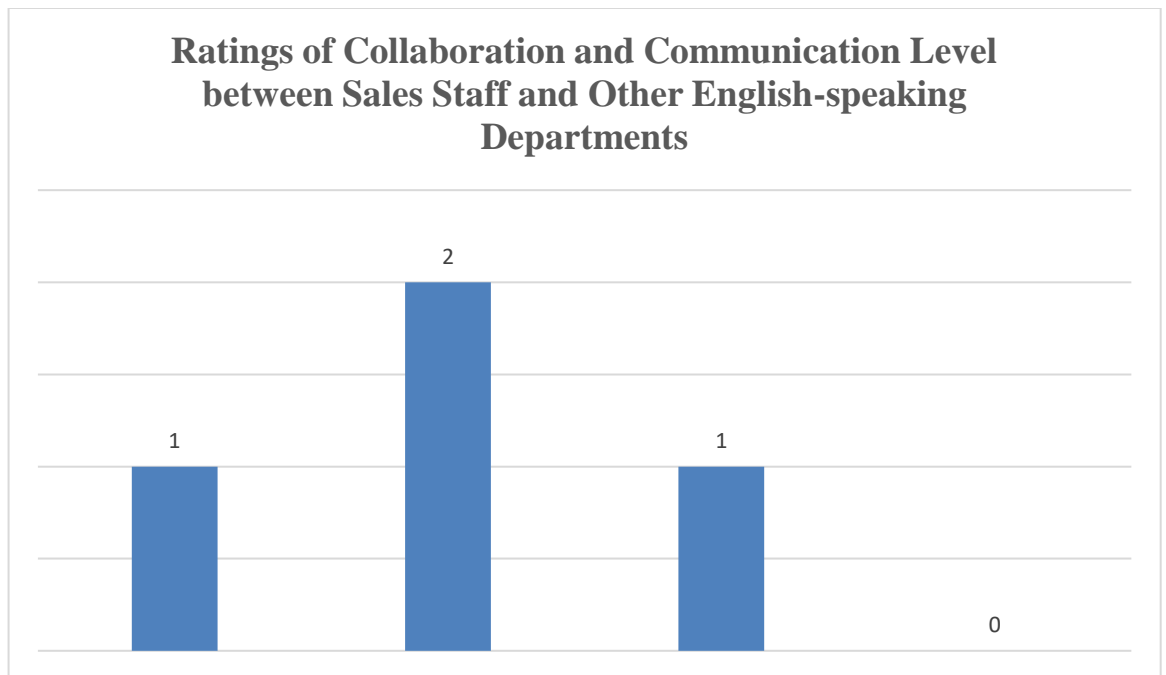


*Question 4: How would you rate the level of collaboration and communication between the sales staff and other departments where English is the primary language?*

The “Very Good” category is represented by a single bar, indicating that 1 person chose this rating. The height of this bar would correspond to the count or proportion of individuals who rated the subject as “Very Good.” The “Good” category is represented by a second bar, indicating that 2 people chose this rating. The height of this bar would be higher than the “Very Good” bar, reflecting the greater number of individuals who rated the subject as “Good.” The “Fair” category is represented by a third bar, indicating that 1 person chose this rating. The height of this bar would be the same as the “Very Good” bar, indicating an equal number of individuals who rated the subject as “Fair” and “Very Good.” The “Poor” category is not represented in the bar chart since no one chose this rating. The absence of a bar for the “Poor” category signifies that no individuals assigned this rating. Each bar is labeled with its corresponding category (“Very Good,” “Good,” “Fair”) to provide clarity and enable easy interpretation of the data. Overall, the bar chart visually represents the distribution of ratings assigned by the respondents, with “Good” being the most frequently chosen rating category,



followed by “Very Good” and “Fair.” The absence of the “Poor” category suggests that none of the respondents considered the subject to be of poor quality.



*Question 5: Please rank the following methods of English communication training in order of effectiveness for improving sales staff’s skills in a corporate sales environment. Use a scale of 1 to 5, with 1 being the least effective and 5 being the most effective.*

The bar chart consists of five categories representing different training methods: Group training sessions, One-on-one coaching, Online courses or modules, Workshops or seminars, and Role-playing exercises. The vertical axis represents the number of stars, while the horizontal axis represents the frequency or count of people choosing each rating.

- Group training sessions:

3 stars: The bar for this rating has a height of 2, indicating that 2 people chose 3 stars.

4 stars: The bar for this rating has a height of 1, indicating that 1 person chose 4 stars.

5 stars: The bar for this rating has a height of 1, indicating that 1 person chose 5 stars.

- One-on-one coaching:

3 stars: The bar for this rating has a height of 2, indicating that 2 people chose 3 stars.

4 stars: The bar for this rating has a height of 1, indicating that 1 person chose 4 stars.

5 stars: The bar for this rating has a height of 2, indicating that 2 people chose 5 stars.

- Online courses or modules:

3 stars: The bar for this rating has a height of 2, indicating that 2 people chose 3 stars.

4 stars: The bar for this rating has a height of 2, indicating that 2 people chose 4 stars.

5 stars: The bar for this rating has a height of 2, indicating that 2 people chose 5 stars.

- Workshops or seminars:

4 stars: The bar for this rating has a height of 2, indicating that 2 people chose 4 stars.

5 stars: The bar for this rating has a height of 2, indicating that 2 people chose 5 stars.

- Role-playing exercises:

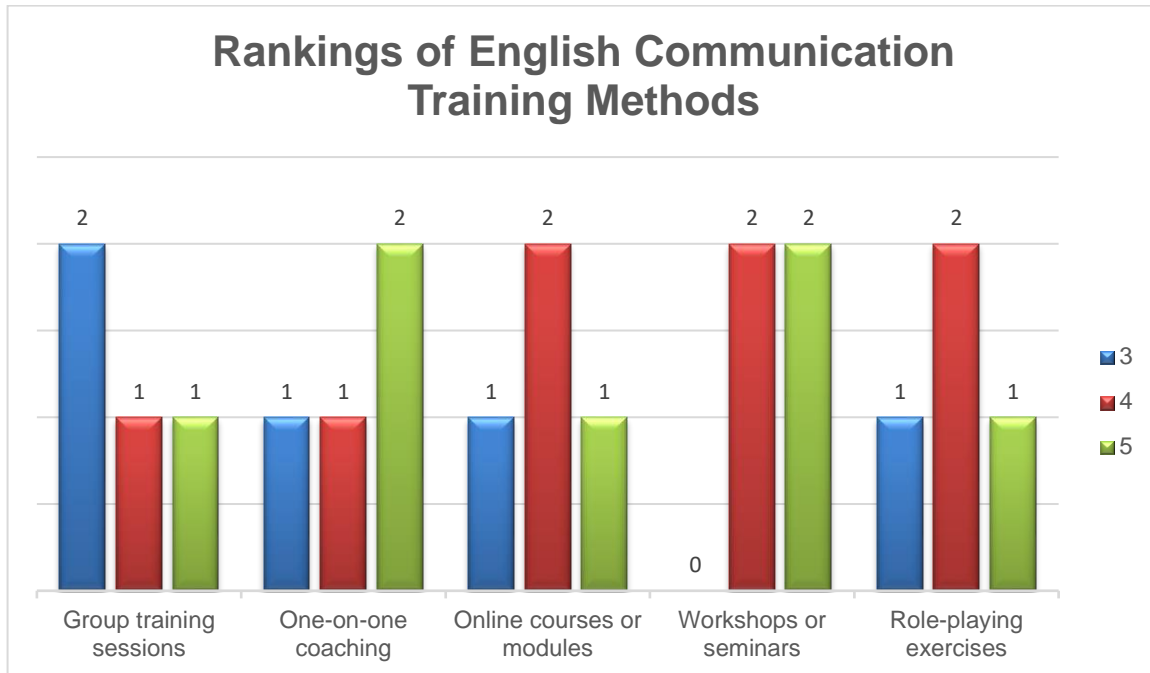
3 stars: The bar for this rating has a height of 2, indicating that 2 people chose 3 stars.

4 stars: The bar for this rating has a height of 2, indicating that 2 people chose 4 stars.

5 stars: The bar for this rating has a height of 2, indicating that 2 people chose 5 stars.

Each bar is labeled with the corresponding rating to provide clarity and enable easy interpretation of the data. Overall, the bar chart visually represents the distribution of ratings assigned by the respondents for different training

methods. It shows the frequency of each rating category for each training method, providing insights into the preferences and perceptions of the respondents.



## 2.4. Findings and Discussion of Findings

### 2.4.1. For sales staff

These survey questions were designed to assess the sales staff's self-perception of their English communication skills, their frequency of English language use, their challenges in customer interactions, their prior training experiences, their belief in the relationship between English skills and sales performance, and their interest in participating in future training programs.

By analyzing the responses to these survey questions, the study can gather valuable insights into the sales staff's current proficiency, training needs, and their willingness to engage in English communication training initiatives. These conclusions will aid in designing effective training programs tailored to address the identified gaps and improve overall sales staff performance.

Overall, the analysis of these survey questions will enable the study to draw conclusions about the current state of English communication skills within the sales staff at DL&H Company. These conclusions will provide valuable guidance for designing targeted and effective training programs that address the specific needs and preferences of the sales staff, ultimately aiming to enhance their communication abilities and contribute to improved sales performance.

#### 2.4.2. For 4 representatives of other departments

By analyzing the responses to these interview questions, the study can draw conclusions about the awareness, perceptions, and opinions of representatives from other departments regarding the English communication training and the sales staff's proficiency. These conclusions will provide valuable insights for understanding the organizational dynamics and stakeholders' perspectives, helping to further tailor and improve the effectiveness of the training programs and collaboration between departments.

### **2.5 .Summary of chapter**

Chapter 2 of the book titled "Study Methods and Research Results" focuses on a specific study conducted on English communication training for sales staff at DL&H Company. The chapter explores the study's methodology and findings.

The chapter begins by introducing DL&H Company, and the importance of English communication skills for its sales staff. It highlights the significance of effective communication in sales and the need for training programs to enhance employees' English language proficiency.

The chapter provides an overview of the study's methodology. It discusses research design, and data collection methods employed. The study has used surveys to gather information about the sales staff's current English communication skills and their training needs.

## **CHAPTER 3: SOME SUGGESTED SOLUTIONS TO IMPROVE THE ENGLISH COMMUNICATION OF ENGLISH COMMUNICATIONS OF BUSINESS EMPLOYEES FOR FOREIGN PARTNERSHIP - PROPOSED PARTICIPATION IN TRAINING COURSES**

The analysis of the research results shows the current status of employees' communication skills with foreigners, and at the same time helps me clearly see the effectiveness of participating in the English communication training course for sales staff with the goal of aim to improve this skill. Based on the results found along with my own experiences, the researcher would like to boldly propose some solutions to improve English communication skills with foreigners – this is also the main content of this Chapter 3. In addition to the general recommendations for each employee and training institution, the researcher would like to analyze in depth the proposal to participate in the training course according to the following ideas: analyze the superiority of this method in improve English communication skills with foreigners; clarify the benefits it brings and also the difficulties that may arise; then make recommendations on some solutions to overcome those difficulties.

### **3.1. Proposed solution: participate in the activities of the English communication training course for sales staff**

Research results in Chapter 2 have shown that participating in English communication training courses for business staff is a new method of learning English communication and is one of the most effective solutions in improving English communication skills. communication skills of employees with foreigners. In this part 3.1, the researcher would like to focus on analyzing more deeply the advantages of participating in this training course compared to other ways of learning English, the benefits and difficulties when employees participate in the company's training course. The company has organized as well as proposed

a number of measures to overcome those difficulties, and the most effective way to participate for employees with different levels of English.

### **3.2.1. The superiority of participating in the training course compared to other measures of English learning**

It can be said that most of the staff believe that in order to hone and really know how to use English, it is not enough just to study well as a student. According to my survey, up to 97.4% of employees agree with the above opinion. Must learn with practice. Action must be actual practice. If you want to speak a foreign language well with a foreigner, you must approach the “foreigner’s” foreign language. Therefore, in order to improve their English, especially their English communication skills, more and more employees actively use other, more dynamic and interesting learning methods to practice their skills in practice their communication skills. Among them, mainly employees self-study English by reading English books, stories, watching movies, listening to English music and news on TV channels that use this language. In addition, a large part of the staff went to places with many foreign tourists to get acquainted, talk and practice languages.

The above measures have been around for a long time and are still applied by most employees to this day. However, in the past few years, there have been a number of more dynamic employees, who are eager to learn new flexible and interesting ways of learning, and have turned to short-term communication training courses with many purposes, including: The positive impact of attending English communication training courses on English communication skills cannot be ignored. Although newer than the other learning methods mentioned above, the company’s training course has outstanding positive points:

*Compared with self-study through newspapers, tapes and media:* participating in training courses helps employees really practice and practice their foreign language skills because they have a lot of opportunities to communicate.

with foreigners after attending the training course. If only learning through tapes and media, sales staff can only improve their listening comprehension skills, pronunciation skills, then participate in a training course to help them in addition to improving those skills faster, applying what I learned in practice. When there are more opportunities to use, reflex skills are also better and more accurate.

In addition, you must actually communicate with foreigners to improve your communication skills with foreigners. Sometimes the English used in books and newspapers is theoretical, academic or stereotypical, but the actual English used is very different. In addition, when in an environment where English is often used, employees will gradually overcome their fear of communicating with foreigners as well as words and words that are not fluent. It encourages and motivates employees to use English correctly and fluently to achieve the goal of communicating and understanding each other's ideas.

*For the method of practicing English communication by going to places that are crowded with foreign tourists such as Hoan Kiem Lake, West Lake, museums, temples, etc.:* staff really have the opportunity to directly interact and chat with foreigners because most foreign tourists are very friendly, willing to spend a few minutes talking with native English speakers. However, the stories of acquaintance in this way often stop at general topics such as hobbies, famous places in Vietnam, weather, study... so deeper topics such as politics, about emotions, about culture... rarely practiced due to the short time of conversation and acquaintance in this way.

When participating in the company's training courses for sales staff, employees have the opportunity to work and make friends with foreigners for a longer time, thus having the opportunity to talk more deeply about the other topics. Moreover, when forming a relationship as colleagues and friends, the topics and ways of talking between employees and foreigners will be more relaxed and real, deeper.

### **3.2.2. Benefits of participating in DLH's English communication training course for sales staff**

Participating in this training course not only helps employees improve their English communication skills with foreigners, but also brings many other benefits and opportunities to employees. In this section, I would like to analyze in depth the benefits of attending this English communication training course:

*First*, the benefit it brings is to help improve language communication skills with foreigners. According to the survey, out 9 of 16 employees of the whole company who have attended or are participating in English communication training courses before, think that participating in English communication training courses is relatively and effective in improving the communication skills of employees with foreigners.

*Second*, participating in English communication training makes employees more dynamic and confident. Training courses like these are a new field that requires employees to participate in addition to basic English skills, enthusiasm and desire to learn. Eg:

More dynamic in finding new customers: After studying English communication training, employees can be more confident when searching for new customers from English speaking countries. They can use their newly learned communication skills to establish relationships with potential customers and offer business proposals or solutions.

More confident in participating in international online meetings: The English communication training course also provides sales staff with the communication skills needed to participate in international online meetings. Employees can be more confident in talking and discussing with foreign partners on online meeting platforms such as Zoom or Skype.



Ability to persuade customers in English: Sales staff can use new communication skills learned in English training to persuade international customers. They can be more confident when explaining the company's products, services or business solutions in a clear and understandable way.

Able to write emails and reports in English more accurately: After attending the English communication training course, employees can write emails and reports in English more accurately and without worrying about misunderstanding. They can use their newly acquired writing skills to deliver their message more clearly and professionally.

*Third*, strengthen listening skills: The English communication training course helps sales staff improve their ability to listen and understand English language from different sources, especially when communicating with customers and foreign partner. Sales staff will be trained to actively listen, ask and interact with partners or customers correctly and fully. When they are able to listen and understand the requirements of their customers, they can come up with the most suitable solutions to solve problems more quickly and efficiently. From there, enhanced listening skills will help sales staff better interact and work with foreign partners, improve business efficiency and build long-term relationships with customers and partners.

*Fourth*, improve work efficiency: With better English communication ability, sales staff can work more effectively with international partners, colleagues and superiors. When sales staff have good English communication skills, they can also easily find information and interact with foreign customers conveniently. This enables them to capture new business opportunities and expand the company's market.

*Fifth*, expand the network: The English communication training course provides business staff with the opportunity to learn about the cultures and business practices of different countries, expand the network and build new

relationships with international partners. After attending the English communication training course, sales staff can meet, connect and find new business partners from other countries. They may participate in seminars, exhibitions or international events in search of new business opportunities. Salespeople can also connect with potential business partners through specialized social networks or online business matching apps. They can find new business partners, create partnerships and build an extensive network of relationships.

*Sixth*, enhance career: Good English communication ability will help sales staff have many opportunities to advance in their career and can become good and reliable employees in the company.

### **3.2.3. Difficulties when participating in the training course and how to overcome them**

#### *3.2.3.1. Difficulties often encountered when participating in training courses*

“Every coin has two sides”, the proverb implies that nothing is perfect, there is always a good side and a bad side. Besides the benefits that the English communication training course for corporate sales staff brings, it is impossible not to mention the difficulties that employees face when participating in it.

**Difficulty in practicing and practicing:** In order to improve English communication skills, business staff must regularly practice and practice. However, for some people, especially those who are just starting to learn English, it can be difficult and find it difficult to practice confidently.

**Grammar and vocabulary:** For many learners, mastering English grammar and vocabulary is a challenge. Grammar includes using verbs, nouns, adjectives and adverbs in the correct syntax. Vocabulary involves learning new words and knowing how to use them in the appropriate context.

**Language reflexes:** Responding quickly and confidently in using English can be difficult. At times, you may have difficulty expressing your ideas fluently

and naturally. This can be due to inexperience or anxiety about making grammatical mistakes or using the wrong words.

**Specialized language:** When entering the business field, it is important to understand and correctly use specific terms and expressions. For example, the terms sales, management, marketing, finance, and contracts can require learning and practice.

**Communicating in an international environment:** Communicating in English in an international setting or with English as a second language speakers can present special challenges. You may have difficulty adapting to different tones, communication styles, and business cultures. This may include understanding and properly responding to social offers, negotiations and norms.

**Confidence and fear when communicating:** Confidence in communicating in English is an important factor but can also be a challenge. Feelings of inferiority and fear when communicating can reduce your ability to be effective. Overcoming restlessness and building confidence in communicating in English is important to develop your skills.

### *3.2.3.2. Suggest some ways to overcome difficulties*

*First and foremost*, it's time management. The work of a day, a week, a month needs to be clearly scheduled, reasonably arranged in chronological order, in order of importance. Employees arrange their time in a reasonable, scientific way and try to discipline to follow the plans they have set out to complete the work on time.

*Second*, focus on learning goals

- Define specific goals: Set specific and measurable goals, such as “improve communication in business discussions” or “develop specialized management vocabulary. “

- Make a study plan: Create a study schedule and allocate time for learning activities such as listening, reading, writing and speaking English. Track your progress and make sure you reach your goals.

*Third, practice regularly*

- Listening practice: Listen to English news, podcasts, videos or movies to improve your listening and understanding of the language in real-life contexts.
- Practice speaking: Practice communicating in English by participating in discussions, talk groups or creating simulated communication situations with friends or colleagues.
- Writing practice: Write English essays, reports or emails to improve your writing skills and use correct grammar.
- Practice reading: Read English business articles, books, and documents to familiarize yourself with specialized vocabulary and expressions.

*Fourth, find ways to practice English communication*

- Communicating with foreigners: Find opportunities to communicate with foreigners through events, seminars, forums or online chat to practice communication in a real environment.
- Join an English club: Find English learning clubs or groups in your area to meet and socialize with people with similar learning goals.

*Next, seeking help*

- Collaborate with friends or colleagues: Find people with similar goals to learn English and form study groups to practice together and help each other.
- Find a teacher or instructor: Find a teacher or person with experience in the field of English communication to help you improve your skills and provide specific feedback.

*Finally*, build confidence

- Practice and patience: To build confidence, practice often and don't be afraid to make mistakes. Remember that making mistakes is part of the learning and improvement process.
- Seek positive feedback: Ask for feedback and get feedback from teachers, friends or colleagues to know your strengths and areas for improvement. Find ways to overcome your weaknesses and develop your skills.

However, there will be times when all the tasks can be rated “important” but cannot be done all at once. Therefore, employees must also know how to arrange their work, choose the time to attend the course in accordance with their schedule as well as their energy to ensure that it does not affect their work at the company, have enough time to spend with family, friends and yourself, and to properly and effectively complete course activities

### **PART III: CONCLUSION**

The topic of English communication training of Vietnamese business staff has had many researches and recommendations on solutions in the hope of helping employees improve their foreign language skills. This skill is becoming more and more important and indispensable in the current era of integration and development. My research has used many different research methods to approach and analyze the current situation of English communication skills of employees with foreigners and propose solutions to improve this skill, in which I am especially interested in the solution of participating in a training course that the company organizes a separate training session for its sales staff. Compared with other measures to improve English communication skills with other foreigners, this is a newer method. Moreover, this measure has many more outstanding points and brings many other benefits to employees.

This study is titled: “A Study on English Communication Training for Sales Staff at DL&H” is designed to explore and delve into the above-mentioned issues above. However, errors and omissions are inevitable. It has not been studied as thoroughly and deeply as it should be. Therefore, the author would like to receive both critical and benevolent reviews from readers. Teaching communication skills as well as using group work in teaching is a big issue that has been paid much attention. My graduation essay deals with only a very small part of this with the main purpose of improving the English communication and English communication ability of the sales staff at DL&H.

To improve the English communication skills of business staff in general and sales staff of DL&H company in particular cannot only depend on the efforts of the learners themselves, but also depends greatly on the circumstances learn English that the living environment creates for employees. The research paper has many limitations in terms of time, especially in terms of references and research experience of the authors. I very much hope to receive many contributions from readers for this research topic to be more complete and thus the work will become more meaningful for other studies in the future.

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